

CITY SURVEY



Quality of Life CONDENSED REPORT

Survey Topic | Quality of Life

Survey Period | Sept 26 - Nov 6, 2017

Report Date | November 15, 2017

Methodology

- Utilized the Qualtrics Research Core Platform to collect and analyze responses
- Survey participants were solicited via e-mail from the Citizen Connect Demographic Pool (**1816** people in pool)
- Responses were collected from **September 26 - November 6, 2017**
- Participants were asked four questions, all free response answers
- Participants were not required to answer any of the questions - some answered all four questions, some did not

Response Breakdown

- 501 total responses
- Gender: **50.97%** female, **49.03%** male
- Ages: **18-88**
- City Council District: **22.06%** District 1, **24.7%** District 2, **29.55%** District 3, **23.68%** District 4
- Housing Type: **95.76%** single family homes, **3.39%** medium-to-high density housing (apartments, condos, townhomes, prefabricated homes)
- Home ownership: **98.94%** own their home
- Parents: **44.2%** have children under 18, **55.8%** do not
- Voters: **96.94%** are registered voters, **3.06%** are not (Of the registered voters, **94.29%** consider themselves a “regular active voter”)

Caveats / Things to Keep in Mind

This research group is primarily from single family homes and we recognize these results do not accurately represent those living in medium-to-high density dwellings. However, those who live in single family homes are more likely to be permanent long-term residents of Sandy. Medium-to-high density residents (apartment dwellers, etc) often do not stay in the same city long-term and may not be as invested in civic participation.

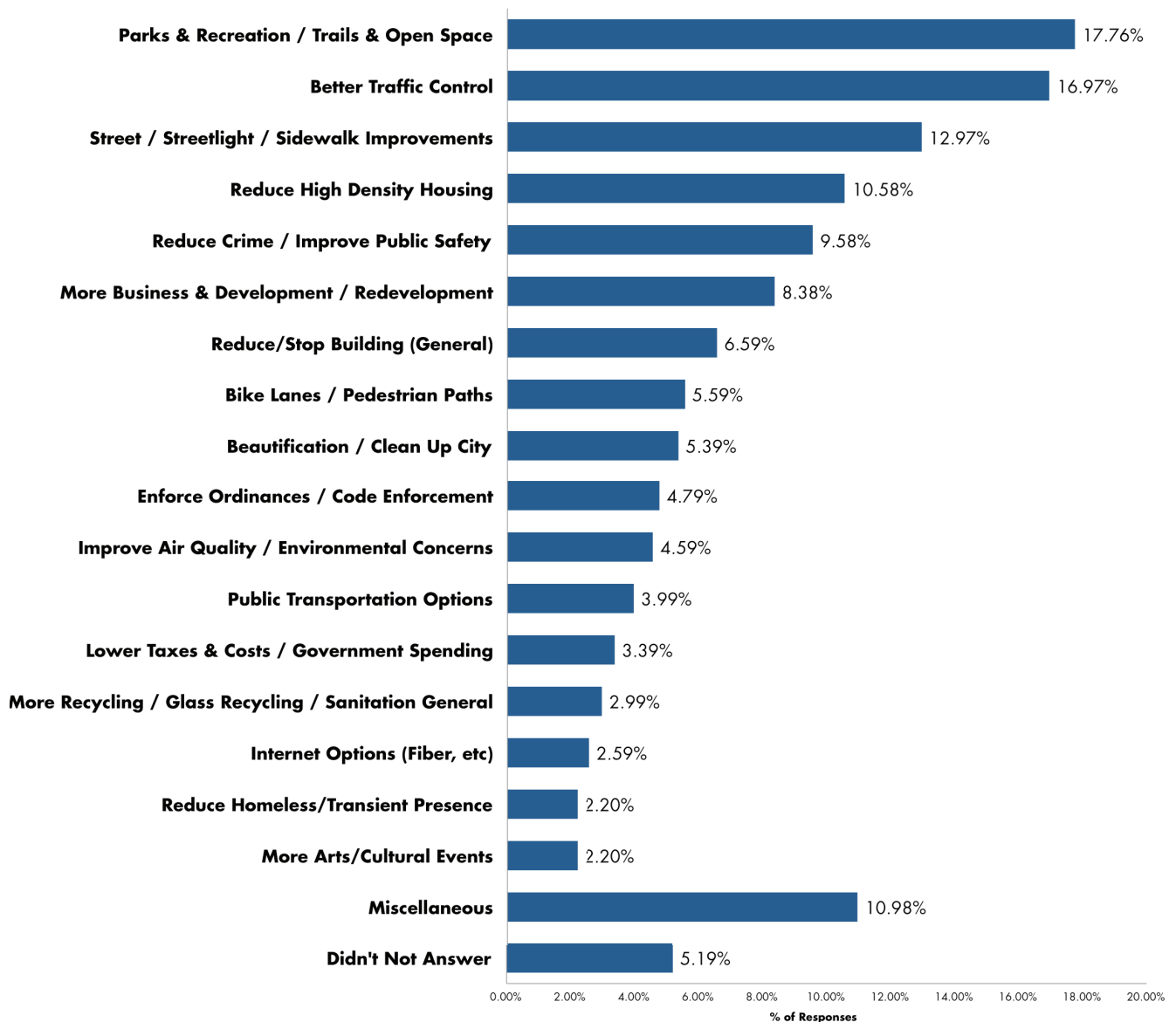
Survey responses were collected during the 2017 Municipal Election season and during the major construction at 9000 S / I-15 and 10600 S / I-15. Some survey responses reflect this, mentioning the election, traffic near the freeway, etc. If collected now, the responses may not have mentioned these issues.

Topics with less than 10 responses (< 2%) are represented in the “Miscellaneous” category on each graph.

Question #1

“What is the one major improvement that you would like to see in the next 5 years that would make living in Sandy City better for you?”

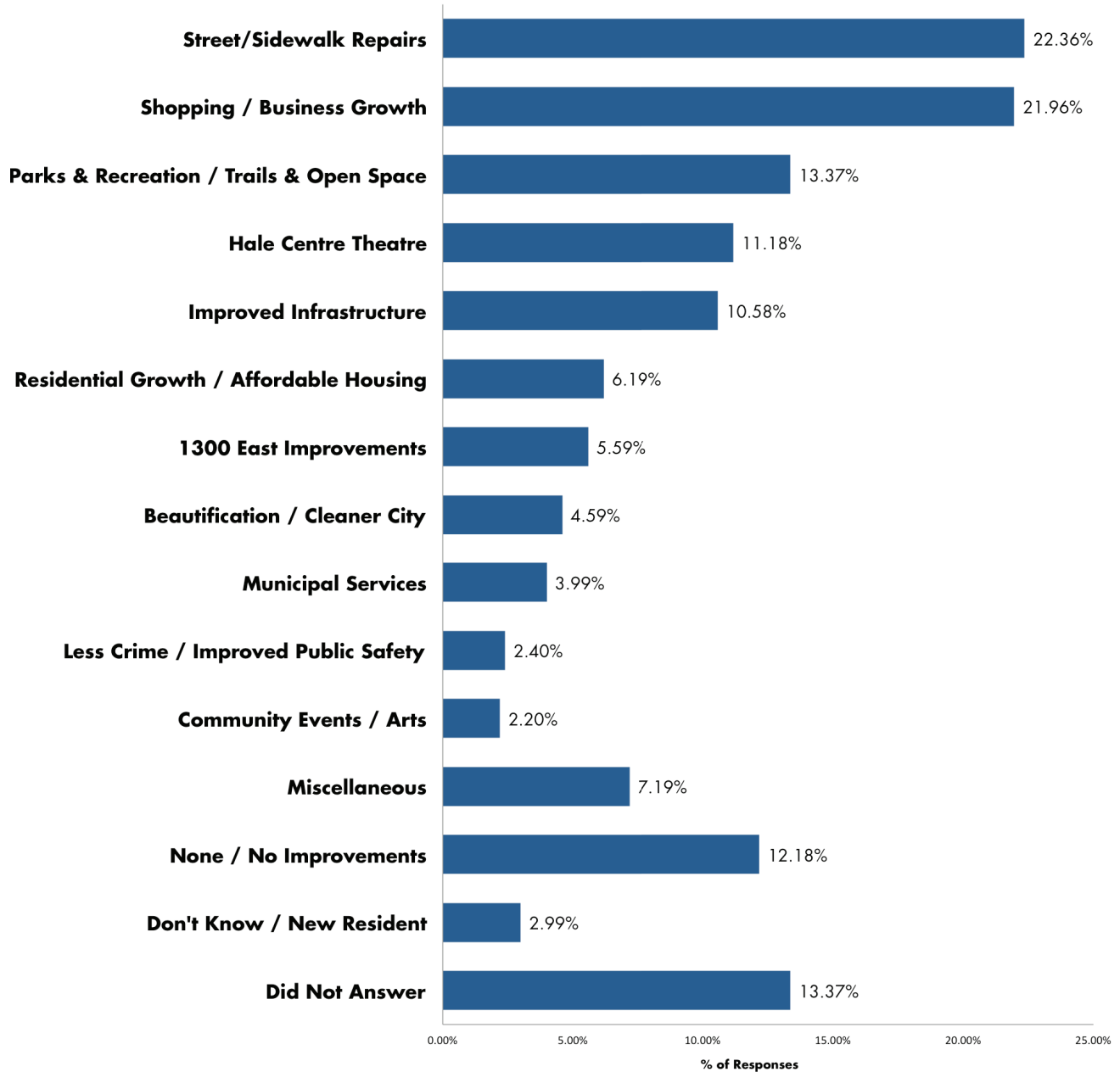
While asked to identify only one major improvement they would like to see in the next five years, many respondents chose to identify multiple improvements instead. We have made sure to tag each suggestion in the topics below. As the figure illustrates, the majority of respondents cited “Parks & Recreation / Trails & Open Space” and “Better Traffic Control,” the same top two results from the 2014 annual citizen survey. A close third is street improvements (including sidewalks and streetlights). Other notable improvements requested are a decrease in high density housing, reduction in crime, and an increase in business and development.



Question #2

“What major improvements, if any, have you seen occur in Sandy City over the past 2-3 years?”

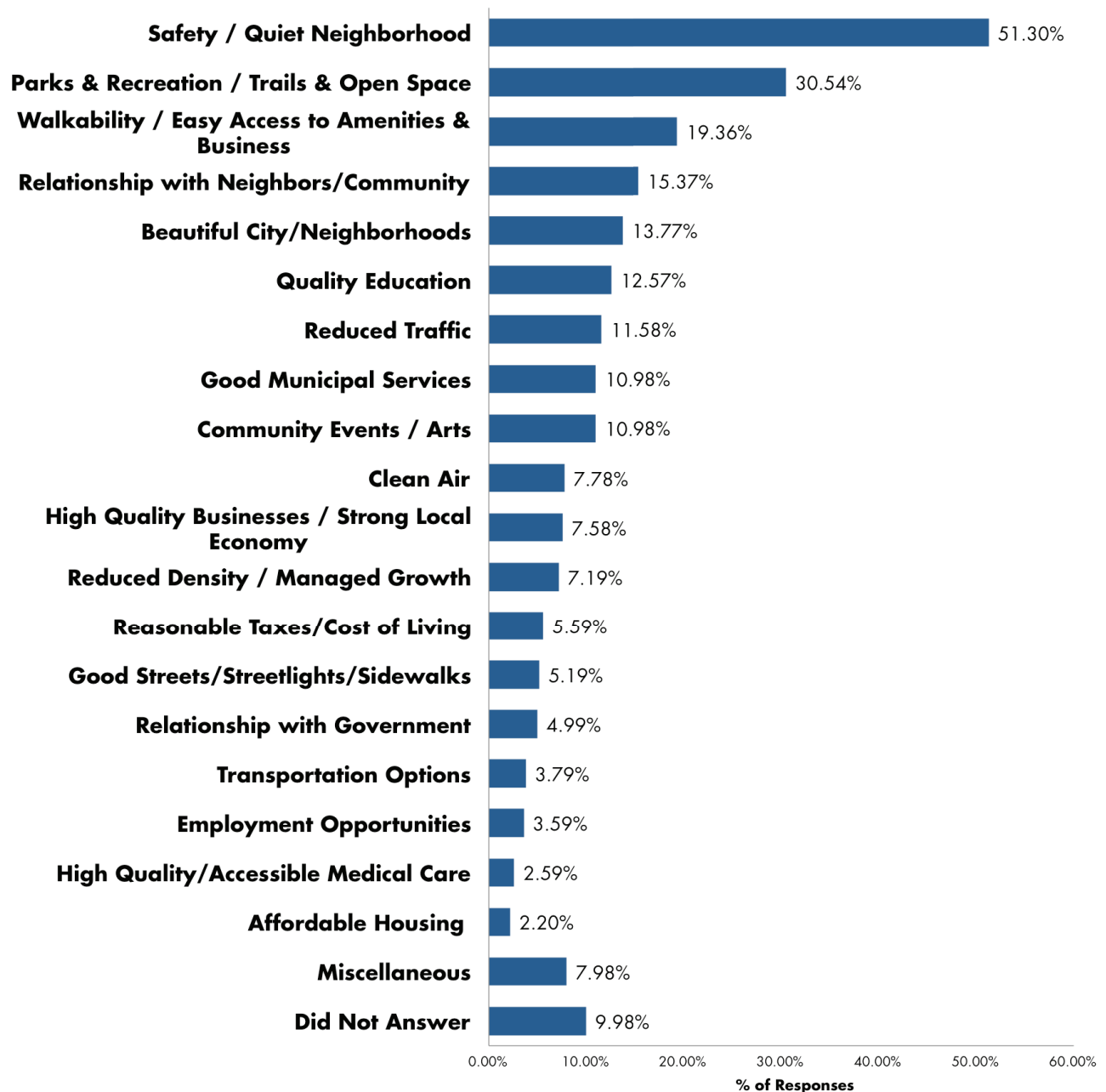
Respondents most frequently mentioned noticing street /sidewalk repairs and an increase in shopping and business growth, also the same top two responses in the 2014 annual citizen survey. Again, respondents often suggested more than one improvement and all have been classified in different categories below.



Question #3

“Sandy City’s mission statement is “Working together to enhance the quality of life in our community.” As you think about this mission statement, how would you personally define quality of life? What makes a good quality of life for you and your family?”

Far and away, respondents said safety & quiet neighborhoods are the biggest factors impacting their quality of life, the same top response from 2014. The second most mentioned factor is accessible and high quality open space, parks, recreation, and trails. Again, respondents often suggested more than one topic and all have been classified in different categories below.



Question #4

“What would you consider to be the most important issue facing Sandy City today?”

As the figure below illustrates, the biggest issue for respondents is managing city growth and increased population. In the 2014 annual citizen survey, this same issue was also the top response. A close second, respondents are also concerned about traffic and parking issues. Again, respondents often suggested more than one issue and all have been classified in different categories below.

